

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A display apparatus for presenting a moving image with less perceivable degradation, the apparatus comprising:

display control means for controlling display to cause display means to display the moving image at a frame rate of 350 or 360 frames/sec, ~~by recognizing that the moving image to be displayed is a computer graphics image and then causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that~~ when the moving image is a computer graphics image; and

the display means for displaying the moving image at the ~~determined~~ frame rate on the basis of control of the display control means, in which a display of each pixel on a screen is maintained during each frame period.

2. (Currently Amended) The display apparatus according to claim 1, wherein the ~~determined~~ frame rate is 350 frames/sec.

3-7. (Cancelled).

8. (Currently Amended) The display apparatus according to claim 1, wherein the ~~determined~~ frame rate is 360 frames/sec.

9. (Currently Amended) A display method for controlling a display apparatus having display means in which a display of each pixel on a screen is maintained during each frame period, for presenting a moving image with less perceivable degradation, the method comprising:

controlling display to cause the display means to display the moving image at a frame rate of 350 or 360 frames/sec, ~~by recognizing that the moving image to be displayed is a computer graphics image; and~~

~~causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that~~ when the moving image is a computer graphics image.

10. (Currently Amended) The display method according to claim 9, wherein the ~~determined~~-frame rate is 350 frames/sec.

11-15. (Cancelled).

16. (Currently Amended) The display method according to claim 9, wherein the ~~determined~~-frame rate is 360 frames/sec.

17. (Currently Amended) A display apparatus for presenting a moving image with less perceivable degradation, the apparatus comprising:

display control means for controlling display to cause display means to display the moving image at a frame rate of 350 or 360 frames/sec, ~~by recognizing that the moving image to be displayed is a computer graphics image and then causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that~~ when the moving image is a computer graphics image; and

the display means for displaying the moving image at the ~~determined~~ frame rate on the basis of control of the display control means, the display means being matrix-driven.

18. (Currently Amended) The display apparatus according to claim 17, wherein the ~~determined~~-frame rate is 350 frames/sec.

19-23. (Cancelled).

24. (Currently Amended) The display apparatus according to claim 17, wherein the ~~determined~~-frame rate is 360 frames/sec.

25. (Currently Amended) A display method for controlling a display apparatus having matrix-driven display means, for presenting a moving image with less perceivable degradation, the method comprising:

controlling display to cause the display means to display the moving image at a frame rate of 350 or 360 frames/sec, ~~by recognizing that the moving image to be displayed is a computer graphics image;~~ and

~~causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that~~ when the moving image is a computer graphics image.

26. (Currently Amended) The display method according to claim 25, wherein the ~~determined-frame rate is 350 frames/sec.~~

27-31. (Cancelled).

32. (Currently Amended) The display method according to claim 25, wherein the ~~determined-frame rate is 360 frames/sec.~~

33. (Currently Amended) A computer readable medium having program code stored thereon, for controlling a display apparatus having display means in which a display of each pixel on a screen is maintained during each frame period, and for presenting a moving image with less perceivable degradation, the program code being executable by a processor to perform operations comprising:

controlling display to cause the display means to display the moving image at a frame rate of 350 or 360 frames/sec, ~~by recognizing that the moving image to be displayed is a computer graphics image;~~ and

~~causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that~~ when the moving image is a computer graphics image.

34. (Currently Amended) The computer readable medium according to claim 33,  
wherein the ~~determined~~ frame rate is 350 frames/sec.

35. (Currently Amended) The computer readable medium according to claim 33,  
wherein the ~~determined~~ frame rate is 360 frames/sec.

36. (Currently Amended) A computer readable medium having program code stored thereon, for controlling a display apparatus having matrix-driven display means, and for presenting a moving image with less perceivable degradation, the program code being executable by a processor to perform operations comprising:

controlling display to cause the display means to display the moving image at a frame rate of 350 or 360 frames/sec, ~~by recognizing that the moving image to be displayed is a computer graphics image~~; and

~~causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that~~ when the moving image is a computer graphics image.

37. (Currently Amended) The computer readable medium according to claim 36,  
wherein the ~~determined~~ frame rate is 350 frames/sec.

38. (Currently Amended) The computer readable medium according to claim 36,  
wherein the ~~determined~~ frame rate is 360 frames/sec.